



4th International Conference: Advances in Business Research and Managerial Practices (**ABRMP 2027**)

 **29th - 30th January 2027**

 **Calcutta Business School**

Conference Theme: Reimagining Business and Management: Digital Transformation, Innovation, Sustainability and the Pathway to Net Zero

About the Conference Theme

The conference aims to bring together academicians, researchers, industry professionals, policymakers and students to explore innovative research at the intersection of business, management and emerging technologies. It provides a platform to discuss how advancements in areas such as Artificial Intelligence, Data Analytics, IoT, Digital Transformation and Sustainable Management Practices can drive organizational excellence, foster innovation and address global challenges through interdisciplinary collaboration.

About Advances in Business Research and Managerial Practices (ABRMP)

The business environmental worldwide is undergoing a rapid change. A variety of driving forces is stimulating the change. New business models are emerging due to continuous developments in science and technology. Keeping this in mind, Calcutta Business School is organizing the 4th International Conference in Advances in Business Research and Managerial Practices (ABRMP 2026) on January 29-30, 2027 at Calcutta Business School campus, focusing its attention on the Advances in Business Research and Management Practices. The objective of this conference is to provide an opportunity to academicians, industry experts, research scholars and students to discuss, present, interact and exchange contemporary business issues reigning pan-India and worldwide.

About Calcutta Business School

Calcutta Business School (CBS) is a distinguished management institute situated in a serene locality along the southern fringes of Kolkata, West Bengal. With its state-of-the-art infrastructure, innovative academic practices, and a commitment to excellence, CBS has established itself as a premier destination for aspiring business leaders. Founded with a mission to cultivate skilled professionals and visionary leaders, CBS offers an AICTE-approved Post Graduate Diploma in Management (PGDM) program that sets a benchmark in management education. Designed to address the evolving needs of the global business environment.

Important Dates

Abstract Submission Starts	Aug 1, 2026
Registration starts	Aug 17, 2026
Abstract Submission Deadline	Sep 15, 2026
Full Paper Submission Starts	Sep 8, 2026
Early Bird Registration Deadline	Nov 30, 2026

Indicative List of Tracks

Marketing

- Consumer Behaviour and Customer Experience
- Digital Marketing, Social Media and E-Commerce
- Branding, Retail and Services Marketing
- Marketing Analytics and AI Applications
- International Marketing and Emerging Markets
- Sustainable and Green Marketing
- Sales, CRM and Customer Engagement
- Contemporary Issues in Marketing

Finance

- Corporate Finance and Financial Markets
- Banking, Insurance and Financial Services
- FinTech, Blockchain and Digital Payments
- Investment, Portfolio and Risk Management
- Financial Analytics and Business Valuation
- Accounting, Auditing and Corporate Governance
- Sustainable Finance and ESG
- Emerging Issues in Finance

Business Analytics

- Business Analytics and Business Intelligence
- Artificial Intelligence and Machine Learning
- Data Science, Big Data and Data Mining
- Predictive Analytics and Decision Sciences
- Generative AI and Intelligent Systems
- Data Visualization and Digital Dashboards
- IoT, Cloud Computing and Smart Technologies
- Analytics Applications across Business Functions

Human Resource Management & Organizational Behaviour

- Strategic Human Resource Management
- Leadership, Organizational Behaviour and Change Management
- Talent Management, Learning and Employee Development
- HR Analytics and Future of Work
- Diversity, Equity, Inclusion and Employee Well-being
- Organizational Culture and Knowledge Management
- Industrial Relations and Labour Studies
- Emerging Trends in HRM

Supply Chain & Operations Management

- Supply Chain Management and Logistics
- Operations and Production Management
- Procurement, Inventory and Quality Management
- Project Management and Service Operations
- Industry 4.0, Smart Manufacturing and Digital Supply Chains
- Sustainable and Circular Supply Chains
- Operations Analytics and Decision Support
- Resilient and Global Supply Chains

Entrepreneurship and Innovation

- Entrepreneurship and Start-up Ecosystems
- Innovation Management and Business Models
- MSMEs, Family Business and Social Entrepreneurship
- Technology Commercialization and Intellectual Property
- Venture Capital and Entrepreneurial Finance
- Digital Entrepreneurship and Platform Economy
- Strategic Management and Business Transformation
- Emerging Issues in Entrepreneurship
- Women Entrepreneurship

Healthcare Management

- Hospital and Healthcare Administration
- Digital Health and Health Informatics
- Healthcare Analytics and AI Applications
- Public Health and Healthcare Policy
- Pharmaceutical and Healthcare Supply Chains
- Healthcare Quality, Finance and Insurance
- Medical Tourism and Patient Experience
- Emerging Technologies in Healthcare

Healthcare ManagementSustainability

- Sustainable Business and ESG
- Net Zero, Climate Change and Carbon Management
- Circular Economy and Green Innovation
- Sustainable Supply Chains and Operations
- Renewable Energy and Green Technologies
- CSR, Ethics and Responsible Leadership
- Sustainable Development Goals (SDGs)
- Emerging Perspectives in Sustainability

Digital Transformation

- Digital Transformation and Business Innovation
- Information Systems and Enterprise Technologies
- Artificial Intelligence, IoT and Automation
- Cybersecurity, Blockchain and Digital Trust
- Cloud Computing and Intelligent Platforms
- Smart Cities, Smart Governance and Industry 5.0
- Digital Strategy and Organizational Transformation
- Emerging Technologies and Future Enterprises

Law and Management

- Law & Management Services
- AI and Judiciary
- Corporate Law, Governance and Business Regulation
- Labour & Employment Law and Industrial Relations
- AI, Technology and the Future of Law
- Gig and Platform Work: Law and Management Perspectives
- ESG, CSR and Responsible Business
- Competition, Consumer and Market Regulation
- Intellectual Property, Innovation and Entrepreneurship
- Business Ethics, Compliance and Emerging -Legal-Management Issues

Workshop

Workshop - 1

Game-Theoretic Modelling for Business Operations.
Prof. Samir Biswas, Assistant Professor, IIM Udaipur

Workshop - 2

Reimagining the Classroom: Gamification, Experiential Learning & Innovative Pedagogy .

Dr. Rik Paul, Professor & Dean – Accreditation and Rankings, IILM University, Greater Noida

Workshop - 3

Introduction to SAS Analytics Solutions for Business and Research. Data Scientists from SAS

Workshop - 4

How to publish paper using PLS-SEM. Hands-on with SmartPLS.

Prof. Pravash Ghosh, Professor, ICFAI Business School, Gurgaon

Awards & Recognition

- Special Track for Doctoral Students
- Special track for MBA/PGDM Students
- Best Paper Award for Doctoral Paper
- Best Paper Award for MBA / PGDM
- Best Paper Award for Academia & Industry

Highlights



Paper Presentation



Panel Discussion



Track for Doctoral Students



Journal Publication



Workshops



Book of Abstracts

Registration Details

Category	Early Bird Registration	General Registration	Spot Registration
Research Scholar / Students	₹ 1,200	₹ 1,500	₹ 1,700
Academician	₹ 1,500	₹ 1,800	₹ 2,000
Industry Practitioner	₹ 2,000	₹ 2,500	₹ 2,700
Foreign Authors	\$50	\$100	\$150

***Hybrid Presentation Option available in online mode**

Registration Includes

REGISTRATION INCLUDES



Conference Kit



All meals & accomodation
for conference days



Accommodation is included in the
registration fee and will be provided
on a first-come, first-served basis.

 Details in website.

Conference Patron

Prof. (Dr.) Anindya Dutta

Dean, Calcutta Business School

Conference Chair

Prof. (Dr.) Samyadip Chakraborty

Professor, Department of Operations, Management Information Systems and Analytics, Calcutta Business School

 conferencechair.abrmp@cbsk.in

Conference Convenor

Prof. Joyita Basu Chatterjee

Chairperson PGDM

Conference Committee

Dr. Amit Chatterjee

Dr. Sadrita Deb

Dr. Bhaswati Roy

Prof. Rupshi Shah

Dr. Kriti Karmakar

Dr. Biswarup Chatterjee

Prof. Jahar Bagchi

Prof. Souharda Nandi



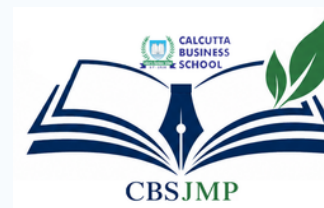
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Publication opportunities

Selected papers will be considered for publication in ABDC/SCOPUS/WoS indexed journals (subject to peer review and APC where applicable). Other selected papers will be published in the following list of Journals.

List of Journals

1. Journal of Operations and Strategic Planning (Sage)
 2. CBS Journal of Management Practices
 3. IUP Journal of Business Strategy
 4. Case Folio
 5. IUP Journal of Corporate Governance
 6. IUP Journal of Knowledge Management
 7. IUP Journal of Marketing Management
 8. IUP Journal of Management Research
 9. IUP Journal of Organization Behavior
 10. IUP Journal of Operations Management
 11. IUP Journal of Supply Chain Management
 12. IUP Journal of Applied Finance
 13. Publishing India Journals
- Other Indian journal list details on website



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